# 1997 FIXTURE RESOURCE GUIDELINES

## INTRODUCTION

- MEETING BUDGETARY PARAMETERS FOR PERMANENT FIXTURES CAN BE ACCOMPLISHED IF THE ESTABLISHED GUIDELINES ARE FOLLOWED AS SET FORTH IN THIS SECTION. THESE GUIDELINES ARE INTENDED TO APPLY ACROSS ALL TRADE CHANNELS PROVIDING SIMPLE APPLICATION PARAMETERS FOR THE RETAIL OUTLETS OF THE FUTURE.

- TARGETING OF THESE RESOURCES THAT IS CONGRUENT WITH OUR RETAIL STRATEGY IS ABSOLUTELY CRITICAL TO OUR CURRENT AND FUTURE SUCCESS.

- APPROPRIATE EMPHASIS MUST BE PLACED ON RJR FIXTURE BUDGETS, THIRD PARTY INSTALLATION, AND COST SHARE PARAMETERS TO GAIN EVERY POSSIBLE EFFICIENCY. OTHER RESOURCES, THAT MAY OR MAY NOT HAVE BEEN EMPHASIZED IN THE PAST, INCLUDE RJR MANPOWER, INVENTORY CARRYING COSTS, AND SPECIAL/OPPORTUNISTIC ITEMS AND INVENTORIES.



Source: https://www.industrydocuments.ucsf.edu/docs/mrcy0000

# 1997 FIXTURE RESOURCE GUIDELINES

## ORDERING/WAREHOUSING

- CURRENT INVENTORY LEVELS OF PERMANENT FIXTURES WILL NOT BE MAINTAINED BY WINSTON-SALEM FOR IMMEDIATE SHIPMENTS DUE TO THE NEGATIVE FINANCIAL IMPLICATIONS THIS PLACES ON OUR RESOURCES. MANY TIMES THIS PRACTICE HAS BECOME THE DRIVER OF DISPOSALS THAT WE CAN NO LONGER ACCEPT OR TOLERATE.
- BEGINNING IN 1997, WINSTON-SALEM WILL TRANSITION TO A "MAKE AND SHIP" FIXTURE METHODOLOGY VERSUS THE CURRENT IN-HOUSE INVENTORY METHOD. THIS WILL REQUIRE A CHANGE IN TRADITIONAL MINDSET FROM BOTH RJR FIELD SALES PERSONNEL AND THE RETAILER.
- WE MUST EFFECTIVELY COMMUNICATE TO OUR RETAIL CLIENTS THAT WE MUST BECOME PART OF THEIR PLANNING PROCESS FOR NEW STORE OPENINGS AND MAJOR STORE RE-SETS. IN 1997, FIXTURE LEAD-TIMES WILL RANGE FROM FOUR TO SIX WEEKS. IT IS CRITICAL FOR RETAILERS TO UNDERSTAND THAT RJR CAN CONTINUE TO BE THE FIXTURE SUPPLIER BUT MUST BE AN INTEGRAL PART OF THE RETAILER'S PLANNING PROCESS.
- THE FIXTURE AND WAREHOUSING BUDGET WILL ONLY SUPPORT OUR 1997 STRATEGY IF WE BECOME MORE EFFECTIVE IN EDUCATING RETAILERS WITH THIS CHANGE AND START FORECASTING WHAT THEY WILL NEED WITHIN OUR TIME PARAMETERS.
- WE MUST START ANALYZING OUR MAIN TRADE CHANNELS, TRADITIONAL CARTON, C-STORE AND CIGARETTE/TOBACCO STORES AND FORECAST OUR FIXTURE NEEDS TO SUPPORT THOSE CHANNELS THAT WILL GROW OUR BUSINESS IN THE FUTURE.

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# FIXTURE RESOURCE GUIDELINES

## THIRD PARTY INSTALLATIONS (TPI)

- ALL THIRD PARTY INSTALLATIONS REQUIRE AVP APPROVAL. NO EXCEPTIONS. ONLY CHAINS OF 50 STORES OR MORE AND/OR MAJOR CIV IMPLICATIONS QUALIFY FOR TPI.
- UTILIZE DISCOVERY PROCESS WITH CHAINS PRIOR TO RJR COMMITMENTS FOR FIXTURE / PDI INSTALLATIONS.
- FIXTURE / PDI INSTALLATION PRIORITIES

PRIORITY #1 - UTILIZE CHAIN'S IN-HOUSE MAINTENANCE PERSONNEL FOR INSTALLATIONS. HAVE CHAIN QUOTE LABOR COSTS AND COMPARE WITH HISTORICAL BILLING RATES VIA COMMUNICATION WITH AMO PRIOR TO COMMITMENT.

RATIONALE: CHAIN'S MAINTENANCE PERSONNEL ARE A FIXED COST TO THE CHAIN. RJR $ ARE AN OFFSET TO CHAIN'S BUDGETED COSTS. RJR AVOIDS PAYMENT OF T, M, & E FOR INSTALLERS (HUGE BUDGET UPSIDE).

PRIORITY #2 - UTILIZE OUTSIDE LABOR THAT CHAIN HAS PREVIOUSLY USED FOR MAINTENANCE NEEDS (I.E., CHAIN HAS NO DEDICATED MAINTENANCE PERSONNEL).

RATIONALE: CHAIN MAY ASSIST IN NEGOTIATING RATES BASED ON LEVERAGE OF CURRENT BUSINESS. RJR AVOIDS T, M, & E PORTION OF HISTORICAL TPI BILLING. RJR TO COMPARE WITH HISTORICAL BILLING RATES PRIOR TO COMMITMENT.

LAST RESORT - UTILIZE THIRD PARTY INSTALLERS HIRED BY RJR.

RATIONALE: EFFECTIVE YET EXTREMELY EXPENSIVE MANNER TO CONDUCT BUSINESS SINCE RJR INCURS LABOR AND T, M, & E COSTS ASSOCIATED WITH PROJECT.

WINSTON-SALEM CONTACT FOR THIRD PARTY INSTALLATIONS:

1 - SALES AREA MANAGER OF OPERATIONS
2 - ANDI BELLIS, EXT. 3628

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# 1997 FIXTURE RESOURCE GUIDELINES

## COST SHARE PARAMETERS

- COST SHARE PARAMETERS MUST BE IMPLEMENTED ON A CONSISTENT BASIS ACROSS ALL TRADE SEGMENTS.
- MERCHANDISING CHANGES OR REPLACEMENT EQUIPMENT THAT PROVIDES NO DIRECT BENEFIT TO RJR IS SUBJECT TO COST SHARE AGREEMENT. EXAMPLES, THOUGH NON-INCLUSIVE, INCLUDE:
  - FIXTURE RELOCATION
  - SECURITY EQUIPMENT (ONE CARTON ACCESS & SOLID DOORS, SDLS, ETC.)
  - PROFILE AND/OR CONFIGURATION CHANGES
  - VERTICAL LOADING WITH COMPETITORS ON RJR FIXTURES
  - SHARED ADVERTISING WITH COMPETITORS ON RJR PRESENCE VEHICLES (I.E., ENHANCED LIT MARQUEE SIGNS)
- UPFRONT PAYMENT FROM THE AFFECTED RETAILER IS THE PREFERRED METHOD OF REIMBURSEMENT, BUT IS OFTEN THE MOST DIFFICULT TO OBTAIN. COST SHARE AGREEMENTS SHOULD REIMBURSE RJR WITHIN A 12-MONTH TIME FRAME. REIMBURSEMENT VIA RDA NEGATIVE ADJUSTMENT SHOULD REMAIN THE SECOND PRIORITY (WITHIN 12 MOS.). SPECIFIC ATTENTION IS REQUIRED ON S.I.S. BEGIN AND END DATES FOR COST SHARE AGREEMENTS.
- RJR BREAK-EVEN ANALYSIS SHOULD BE PERFORMED AND ANALYZED PRIOR TO COMMITMENT WITH THE RETAILER. RJR PERSONNEL MUST CONTINUE TO RECOGNIZE THE ADDITIONAL RJR VOLUME NECESSARY TO OFFSET FIXTURE EXPENDITURES AND ALIGN THEIR ACCOUNT BUSINESS PLAN ACCORDINGLY. A SIMPLIFIED VERSION OF THE BREAK-EVEN ANALYSIS IS AVAILABLE IN THE CURRENT SPECIAL FIXTURE REQUEST WHICH RESIDES IN (*C:\DATA\EXCEL\BUSRPTS\FIXCOST.XLT*).

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## *RJR* Special Fixture Request / Cost Analysis

*RJR Internal Use Only* 11/19/96

Retail Name / Priority Ranking :

RJR Mgr. / Div. # / Phone # :

# Stores

AIM # Days

Prototype Shipping Address:

Note : # Stores, AIM # Days and Current Volume Data should be pulled from AIM function 185.

Special Fixture Description:

| Contract Costs : | Per Store | All Stores |
|---|---|---|
| Current Contract $/Mo. | | #VALUE! |
| Proposed Contract $/Mo. | | #VALUE! |
| Enhancement $/Mo. | $0 | #VALUE! |
| RDA Variance $/Mo. | #VALUE! | #VALUE! |
| Additional RDA $ per Year | #VALUE! | #VALUE! |
| Additional 3-Yr. RDA $ Cost | #VALUE! | #VALUE! |

| Current Volume Data : | |
|---|---|
| Total Industry Volume | |
| RJR Total FP Volume | |
| RJR Total Brd. Sav. Volume | |
| RJR Total P/L Volume | |
| **Store Volume / Week :** | |
| Avg. Industry Weekly Volume | #VALUE! |
| Avg. RJR Weekly Volume | #VALUE! |

| Proposed Fixture Costs : | Per Store | All Stores |
|---|---|---|
| Carton Fixture | | |
| Package Fixture | | |
| Display Fixture 1 | | |
| Display Fixture 2 | | |
| Display Fixture 3 | | |
| Other | | |
| *Tot. Fixture Cost* | | |

**Contract + Fixture Cost Breakdown**

| | Per Store | All Stores |
|---|---|---|
| Year 1 (Proposed) | #VALUE! | #VALUE! |
| Year 2 (Proposed) | #VALUE! | #VALUE! |
| Year 3 (Proposed) | #VALUE! | #VALUE! |
| *Tot. 3-Yr. Incr.Cost* | #VALUE! | #VALUE! |

| Assumptions : | |
|---|---|
| Annual RJR Ctn.Vol. (proj.) | #VALUE! |
| Full Price Profit $ (mam) | $6.10 |
| Branded Sav. Profit $ (mam) | $3.97 |
| Priv. Label Profit $ (mam) | $2.24 |
| Avg. Wtd. RJR Margin $/Ctn. | #VALUE! |
| Avg. Current RDA $ /Ctn. | #VALUE! |
| Avg. Projected RDA $ /Ctn. | #VALUE! |
| Current RJR Gr.Profit/Month | #VALUE! |
| Current RJR Gr.Profit/Year | #VALUE! |

| | Current | Need | Incremental |
|---|---|---|---|
| Avg. Vol. | #VALUE! | #VALUE! | #VALUE! |
| Tot. Share | #VALUE! | #VALUE! | #VALUE! |
| Net Profit/Yr. | #VALUE! | #VALUE! | #VALUE! |

* Incremental Volume and Share Needs should be achieved quickly and sustained for 3 Yr. period.

**Comment Section :** *Strictly Confidential -- RJR Internal Use Only*

Region Manager :

Area Vice President :

Note : All special fixtures produced must be shipped to a retailer's store or warehouse facility. RJR will not provide warehousing for extra fixture(s) for upcoming new stores or re-models. The notification letter that provides cost, item number, availability, etc. will also give the lead time for additional fixtures that may be required in the future. This information should be reviewed thoroughly with the account so they understand the amount of lead time required to produce additional fixtures.

Special Fixture Cost Analysis form and Agreement form must be reviewed & approved by RSM / AVP , and sent to Winston-Salem ....

***Please send the approved forms to Butch Oringderff (W-S , extn# 7463) and a copy to your Area Manager of Operations.***

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# *R.J. Reynolds Tobacco Company*

## Special Fixture Agreement

*Account Name :* _____

R.J. Reynolds Tobacco Company will provide a special fixture merchandising system to all qualifying retail stores that sell cigarettes. R.J. Reynolds Tobacco Co. will maintain these special fixtures during the useful life of the fixtures. This service is one of several which can be provided by R.J. Reynolds Tobacco Co. for the merchandising of cigarettes.

In consideration for R.J. Reynolds Tobacco Company's supplying you with special fixtures(s), you agree as follows :

1. Maintain the advertising copy provided by R.J. Reynolds Tobacco Co. on the fixture(s) for the life of the fixture(s).

2. R.J. Reynolds Tobacco Co. reserves the right to periodically change the advertising copy.

3. Prohibit the placement of any posters, shelf strips, decals, displays or other promotional materials, on any part of the special fixture(s), except for those provided by R.J. Reynolds Tobacco Co.

4. Load the special fixture(s) according to a plan-o-gram provided by R.J. Reynolds Tobacco Co.

5. Utilize the special fixture(s) at the intended location(s) at retail, for not less than three years.

6. In the event the retailer elects to remove the special fixture(s) within the three year time period, the retailer will reimburse R.J. Reynolds Tobacco Co. a prorated amount based on the time the fixture(s) were on location at retail.

7. Should the federal, state or local government regulate the sales or merchandising of cigarettes to an extent that the parties cannot lawfully carry out the merchandising and display provisions of this agreement, then in that event, this agreement shall terminate as to the affected stores, with no further payments or obligations due, with respect to the affected stores.

8. Inform the R.J. Reynolds Tobacco Co. representative within the required time period for future special fixture(s) to meet new and remodeled store requirements. The set lead time of ____ weeks is required for delivery of any additional special fixture(s).

9. This agreement may be changed only by written agreement of the parties, signed by both parties involved.

10. Number of special fixture(s) requested in this agreement is ____ .

11. The special fixture(s) remains the property of R.J. Reynolds Tobacco Co.

We / I understand that failure of performance of any of the above terms and conditions will no longer entitle retailer to participate in the R.J. Reynolds Tobacco Company merchandising service offered, or to utilize in any way the special fixture(s) furnished by R.J. Reynolds Tobacco Company.

**Retailer Approval**

Name / Title : _____

Signed : _____

Date : _____

**R.J.R. Tob. Co. Approval**

Name / Title : _____

Signed : _____

Date : _____

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# 1997 FIXTURE RESOURCE GUIDELINES

## FIXTURE RESOURCE GUIDELINES

- FIXTURE CAPABILITIES WILL CONTINUE TO PLAY A MAJOR ROLE IN RJR'S OBJECTIVE TO BUILD STRONG RETAIL PARTNERSHIPS.

- GUIDELINES THAT APPLY TO ALL TRADE SEGMENTS ARE AS FOLLOWS IN PRIORITY ORDER:

  1ST PRIORITY

  RJR WILL SUPPLY PACKAGE AND/OR CARTON FIXTURES FOR RJR BRANDS ONLY. NO COST SHARE AGREEMENT IS REQUIRED FOR FIXTURES THAT HOUSE ONLY RJR BRANDS.

  2ND PRIORITY

  RJR WILL SUPPLY PACKAGE AND/OR CARTON FIXTURES WITH RJR BRANDS OCCUPYING PRIMARY SPACE ON THE FIXTURES. IF COMPETITIVE BRANDS WILL OCCUPY NON-PRIMARY SPACE, NO COST SHARE AGREEMENT IS REQUIRED IF COMPETITORS ALLOW COMPETITIVE BRANDS IN NON-PRIMARY SPACE ON THEIR FIXTURES.

  3RD PRIORITY

  RJR WILL SUPPLY PACKAGE AND/OR CARTON FIXTURES WITH RJR BRANDS OCCUPYING PRIMARY SPACE ON THE FIXTURES AND COMPETITIVE BRANDS OCCUPYING NON-PRIMARY SPACE. IF COMPETITORS DO NOT ALLOW COMPETITIVE BRANDS IN NON-PRIMARY SPACE OF THEIR FIXTURES, RJR HAS TWO OPTIONS:

  1) EXCLUSIVE RJR FIXTURES FOR RJR BRANDS - NO COST SHARE REQUIRED.

     OR

  2) RJR ALLOWS COMPETITIVE BRANDS IN NON-PRIMARY SPACE OF RJR FIXTURES - COST SHARE IS REQUIRED FOR COMPETITIVE SPACE.

- BOTTOMLINE, RJR WILL ACCEPT NO LESS THAN A PARITY SITUATION AS IT RELATES TO SUPPLYING FIXTURES TO THE TRADE.



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# 1997 FIXTURE RESOURCE GUIDELINES

## 1997 COST SENSITIVITIES

### PACK OUTLETS

- SYSTEM III DISPLAYS WILL BE AVAILABLE ON AN ALLOCATION BASIS, BY SALES AREA, DURING THE ROLLOUT OF THE ADJUSTABLE POLE DISPLAY. HOWEVER ALL SYSTEM III ORDERS MUST BE SCRUTINIZED TO AVOID PLACEMENTS THAT WILL BE BETTER SERVED BY THE NEW ADJUSTABLE POLE DISPLAY. EVERY EFFORT MUST BE PLACED IN MINIMIZING USAGE OF NET NEW SYSTEM III DISPLAYS AS WE PROJECT TO CONVERT APPROXIMATELY 60% OF PACK OUTLETS TO THE NEW DISPLAY IN 1997. SPECIAL ORDER PCD'S SHOULD ALSO BE MINIMIZED DUE TO THE FLEXIBILITY OF OUR 1997 DISPLAY.

- WE ALSO ANTICIPATE A LARGE NUMBER OF PACK OUTLETS THAT WILL WANT TO IMPLEMENT A SALES STRATEGY FOR CARTONS. IN MANY CASES, THIS CAN BE ACCOMPLISHED ON RETAILER SHELVING WITH RJR PRESENCE ITEMS. NON-SELF-SERVICE RJR CARTON FIXTURES DO NOT MEET OUR LONG-TERM OBJECTIVES, NOR DO SELF-SERVICE RJR CARTON FIXTURES UNLESS PLACED IN A RESTRICTED ACCESS AREA. WE MUST BE JUDICIOUS IN OUR PLACEMENTS OF CARTON FIXTURES IN PACK OUTLETS TO INSURE OUR RESOURCES ARE TARGETED TO THE RIGHT MARKET AND THE RIGHT OUTLETS WITHIN THE MARKET. RJR CARTON FIXTURES FOR PACK OUTLETS WILL REQUIRE RSM APPROVAL DUE TO THE BUDGET SENSITIVITY OF THIS ISSUE.

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# 1997 FIXTURE RESOURCE GUIDELINES

## 1997 COST SENSITIVITIES

### TRADITIONAL CARTON OUTLETS

- RJR WILL CONTINUE TO CONDUCT BUSINESS IN THIS SEGMENT BASED ON THE RETAILER'S COMMITMENT TO THE CIGARETTE CATEGORY AND THEIR WILLINGNESS TO GROW THEIR VOLUME. FIXTURE RESOURCES MUST BE SCRUTINIZED BASED ON THE LEVEL OF THE RETAILER'S CATEGORY COMMITMENT WITH COST SHARE GUIDELINES IMPLEMENTED AS APPROPRIATE FOR EACH SITUATION.

- 1997 WILL BE A TRANSITIONAL YEAR FOR CARTON OUTLETS IN THAT RAPID EXPANSION OF THE CIGARETTE / TOBACCO STORE CONCEPT MAY RESULT IN MAJOR VOLUME SHIFTS FROM THIS CLASS OF TRADE. UNTIL VOLUME SHIFTS DO OCCUR THAT LOWER THE FINANCIAL RISK OF RJR'S FIXTURE INVESTMENT, CARTON AND PACKAGE FIXTURE PLACEMENTS SHOULD BE MINIMIZED. RJR WILL PROVIDE FIXTURES TO CARTON OUTLETS BASED ON A PRE-APPROVED ACCOUNT LIST DETERMINED BY THE RSM AND THE AVP. THIS LIST MUST BE SUBMITTED TO THE SALES AREA MANAGER OPERATIONS BY 1/06/97.

- IN LIGHT OF PENDING FEDERAL AND STATE REGULATIONS, RJR MUST EDUCATE ALL CLASSES OF TRADE AS TO HOW CIGARETTES WILL BE SOLD IN THE FUTURE. RJR WILL CONTINUE TO PROVIDE PACK AND CARTON FIXTURES TO THE RIGHT OUTLETS, HOWEVER, UPM'S WILL BE AVAILABLE ONLY ON A SPECIAL FIXTURE ORDER BASIS. RJR WILL NO LONGER WAREHOUSE UPM'S AS A STOCK ORDER ITEM, BUT WILL PROVIDE UPM'S ON A "MAKE AND SHIP" BASIS. AS A REMINDER, SPECIAL FIXTURE ORDERS REQUIRE AVP APPROVAL AND WILL REQUIRE 6-8 WEEKS LEAD-TIME AFTER SUBMISSION OF THE APPROVED SPECIAL FIXTURE REQUEST.



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# 1997 FIXTURE RESOURCE GUIDELINES

TO BE POSTED AT MATERIALS COORDINATOR WORK STATION

## 1997 CARTON OUTLET FIXTURES

## RSM / AVP APPROVED LIST

| REGION NO. | RJR ACCT. PERSONNEL | PROVIDE NEW FIXTURES | | REFURBISH EXISTING FIXTURES | |
|---|---|---|---|---|---|
| | | STORE/CHAIN NAME | IND. VOL./RJR VOL. | STORE/CHAIN NAME | IND. VOL./RJR VOL. |
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***SPECIAL FIXTURE AGREEMENT REQUIRED FOR UPM'S.**

****COST SHARE AGREEMENT REQUIRED WITH CORRESPONDING CONTRACT ENTRIES.**

**NOTE: MUST BE SUBMITTED TO THE SALES AREA MANAGER OPERATIONS BY 1/6/97.**

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# 1997 FIXTURE RESOURCE GUIDELINES

## 1997 COST SENSITIVITIES (CONT.)

### CIGARETTE/TOBACCO STORES

- RJR WILL SUPPLY PACK AND CARTON FIXTURES FOR RJR BRANDS ONLY AT NO COST TO THE RETAILER AS OUR FIRST PRIORITY. RJR WILL CONTINUE THIS STRATEGY IN 1997 BASED ON OUR ANALYZATION OF EACH INDIVIDUAL MARKETPLACE.

- RJR IS NOT INTERESTED IN SUPPLYING RJR FIXTURES FOR THE INDUSTRY. IF EXCEPTIONS SHOULD DEVELOP THAT REQUIRE RJR TO SUPPLY INDUSTRY FIXTURES, COST SHARE GUIDELINES MUST BE APPLIED TO AVOID DISPROPORTIONATE FIXTURE LIABILITIES BY RJR.



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# 1997 FIXTURE RESOURCE GUIDELINES

## 1997 COST SENSITIVITIES (CONT.)

### RJR FIXTURES IN NON-RJR CONTRACTED CALLS

- DUE TO THE CHANGES IN RJR VOLUME CONTRACT CRITERIA IN 1997, MANY RETAILERS THAT CURRENTLY ARE ON 1996 CONTRACTS WILL NO LONGER QUALIFY IN 1997. THIS SITUATION MAY BECOME MOST EVIDENT IN TRADITIONAL CARTON OUTLETS IN 1997 DEPENDING ON THE MARKETPLACE.

- RJR WILL CONTINUE TO MAINTAIN FIXTURES THAT ARE CURRENTLY ON LOCATION IN 1996 PROVIDED THE RETAILER AGREES TO THE FOLLOWING:

  1) RJR MAINTAINS ALL PRIMARY SPACE ON THE RJR FIXTURE.

  2) RJR MAINTAINS ALL PRIMARY ADVERTISING ON THE RJR FIXTURE.

  3) RETAILER AGREES TO BEAR THE COST OF ANY FUTURE MAINTENANCE OR REQUESTED FIXTURE SECURITY.

  4) RJR RESERVES THE RIGHT TO REMOVE THE FIXTURE IF THE ABOVE REQUIREMENTS ARE NOT MET.

  5) NEW RJR FIXTURING (NOT CURRENTLY ON LOCATION) WILL NOT BE PROVIDED.



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# 1997 FIXTURE RESOURCE GUIDELINES

## SYSTEM III DISPLAY RECLAMATION

- AS THE NEW DISPLAY IS IMPLEMENTED IN THE FIELD, SYSTEM III DISPLAYS WILL BE REPLACED IN MANY CIRCUMSTANCES.
- SYSTEM III DISPLAYS THAT ARE IN USABLE CONDITION WHEN REPLACED ON THE TRADE SHOULD BE UTILIZED FOR:
  - COUNTER DISPLAYS FOR RJR IN CIGARETTE / TOBACCO STORES (EXISTING AND NEW STORES).
  - SIMPLE ONE TRAY DISPLAYS FOR LOW VOLUME CALLS THAT RJR PERSONNEL DO NOT CALL ON.
- SINCE NEW SYSTEM III DISPLAYS WILL ONLY BE AVAILABLE ON AN ALLOCATED BASIS, IT IS IN EACH REGION'S BEST INTEREST TO DEVISE A PLAN FOR RECLAMATION OF USED SYSTEM III DISPLAYS.
- A CARDBOARD SHIPPER BOX WILL BE AVAILABLE TO THE FIELD FOR SHIPMENT OF USED SYSTEM III DISPLAYS. INFORMATION ON THE SHIPPER BOX IS:
  - ITEM # 524255
  - PACKED 1 PER SKU
  - ORDER TO THE STORE OR TO THE SALES PERSON (ON THEIR VEHICLE)
  - BOX DIMENSIONS ARE *21 1/2" x 11 1/2" x 17"*



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# 1997 FIXTURE RESOURCE GUIDELINES

## SYSTEM III DISPLAY RECLAMATION (CONT.)

- RECOMMENDED USAGE FOR LOW VOLUME CALLS IS AS FOLLOWS:

  1) RJR REMOVES / REPLACES SYSTEM III FROM RETAIL OUTLET.

  2) SYSTEM III DISPLAY IS RECONFIGURED TO ONE TRAY UNIT COMPRISED OF BASE, ONE TRAY, AND TOP SIGN. CURRENT POS IS PLACED IN TOP SIGN AS DESIGNATED BY THE REGION.

  3) ONE TRAY SYSTEM III IS CLEANED BY REP AND PLACED IN SHIPPER BOX.

  4) SHIPPER BOX IS MAILED / SHIPPED TO DIRECT ACCOUNT AS DESIGNATED BY THE REGION.

  5) DIRECT ACCOUNT SHIPS ONE TRAY DISPLAY WITH DPC PROMOTION TO LOW VOLUME CALL AS DESIGNATED BY RJR ACCOUNT MANAGER.

- SAME SHIPMENT METHODOLOGY MAY BE UTILIZED FOR REGION WAREHOUSE TO SUPPLY METRO REPS WITH REUSABLE SYSTEM III DISPLAYS.

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